

**CITY OF ASHEVILLE, NORTH CAROLINA  
CLASS SPECIFICATION**

**PARKS, RECREATION & CULTURAL ARTS DIRECTOR  
PARKS, RECREATION & CULTURAL ARTS DEPARTMENT**

**GENERAL STATEMENT OF DUTIES**

Performs responsible planning, administrative and supervisory work in the direction of the Parks, Recreation & Cultural Arts Department. Employee reports to the Assistant City Manager, and serves at the pleasure of the City Manager.

**DISTINGUISHING FEATURES OF THE CLASS**

An employee in this class performs supervisory and administrative work in planning, directing and coordinating the operation of a City-wide parks and recreation program. Work involves the administration of a comprehensive recreation program for the entire City, within budgetary limitations, including the management and control of all properties assigned to the Department. Employee also serves as the ADA Coordinator for the City. Employee functions with wide latitude of technical and administrative discretion within the framework of broad policies established by the City Council. Considerable tact and courtesy are required in all dealings with public officials, community leaders, and professional leaders. Work is performed under little to no direct supervision of the City Manager's Office and is evaluated through periodic reports and conferences and in terms of the public's acceptance of the entire parks and recreation program.

**ILLUSTRATIVE EXAMPLES OF WORK**

**ESSENTIAL JOB FUNCTIONS**

Plans and directs the parks and recreation program within budgetary limitations and in consideration of requests, displayed interests and full utilization of available facilities.

Plans long-range recreation programs and facilities according to anticipated City growth, future interest and expanded parks and recreation needs.

Directs the preparation of the annual departmental budget; submits final recommendations to the Assistant City Manager, City Manager, Advisory Board and City Council; directs the expenditure of funds and the use and general maintenance of all recreational buildings, parks, grounds and equipment.

Approves the selection and employment of personnel, including both full-time professional and part-time employees; assumes responsibility for the training and supervision of the entire staff; develops, receives, reviews and acts on plans and procedures developed by departmental staff;

## **PARKS, RECREATION & CULTURAL ARTS DIRECTOR**

holds staff conferences to outline objectives and discuss various phases of the parks and recreation program.

Directs departmental public relations and publicity programs; initiates and promotes new recreational programs through various communication media; attends professional conferences to stay current with new approaches and problems in recreation work.

Studies and analyzes departmental facilities and services as a measure of evaluation to assure continued effectiveness in meeting parks and recreation needs and interests of the public.

Oversees the preparation and maintenance of a variety of records, files and reports.

Oversees the maintenance and upkeep of all City-owned buildings.

Works with the Greenway Commission on the development of a comprehensive greenway system.

Oversees, through the Public Art Board, all public art within the City including acquisition, maintenance and deaccessioning of art.

Works with the Film Commission on developing the region's film industry.

Oversees the operation and supervision of all festivals and special events within the City.

Maintains agency accreditation through the Commission on Accreditation of Parks and Recreation Agencies (CAPRA).

### **ADDITIONAL JOB FUNCTIONS**

Performs related work assignments as required.

### **KNOWLEDGE, SKILLS AND ABILITIES**

Thorough knowledge of the philosophy and objectives of public recreation.

Thorough knowledge of the standard resources, materials, practices and facilities utilized in a comprehensive parks and recreation program.

Thorough knowledge of the principles of supervision, organization and administration.

Thorough knowledge of current literature, trends and developments in the field of parks and recreation development.

Thorough knowledge of building maintenance and upkeep.

Thorough knowledge of the Americans with Disabilities Act.

Thorough knowledge of the standard resources, materials, and practices for implementation of a Public Art Program.

Thorough knowledge of land acquisition, design, and construction of greenways.

Thorough knowledge of standards, materials, and practices for maintenance and upkeep of municipal-owned buildings and properties.

Ability to plan, direct and coordinate the work of subordinate employees.

Ability to develop and implement a comprehensive parks and recreation program.

## **PARKS, RECREATION & CULTURAL ARTS DIRECTOR**

Ability to maintain the standards established by the Commission on Accreditation of Parks and Recreation Agencies.

Ability to express ideas effectively both orally and in writing.

Ability to deal effectively with public officials, civic groups and the general public.

Ability to establish and maintain effective working relationships with subordinates, public officials, community leaders, and professional groups.

### **MINIMUM EXPERIENCE AND TRAINING**

Bachelor's degree in parks and recreation management or a related field and 6 to 9 years of progressively responsible, related experience; and/or any equivalent combination of training and experience required to perform the essential position functions.

### **SPECIAL REQUIREMENT**

Certified Parks and Recreation Professional through the National Recreation and Parks Association.

### **COMPETENCIES**

**Technical Competency:** Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

**Interpersonal Competency:** Ability to work with people, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

**Intellectual Competency:** Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skill appropriate to job level.

**Customer Service:** Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

**Organizational and Community Sensitivity:** Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

Salary Grade 27  
Exempt